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## Influencing Pocketbook (2nd Revised edition)

By Richard Storey

Management Pocketbooks. Paperback. Book Condition: new. BRAND NEW, Influencing Pocketbook (2nd Revised edition), Richard Storey, Influencing skills are at the heart of all successful communication. The Influencing Pocketbook examines influencing styles, how to establish rapport, dealing with different personalities, handling resistance and, crucially, getting a decision. The new 2nd edition of this pocketbook lists five easy steps to influence, eight influencing styles, ten good reasons to build rapport and four different personality types with influencing techniques for each. In an American Management Association survey, in answer to the question 'What is the number one need for success in business today?', the most popular answer was 'To persuade others of my value and the value of my ideas'. Author Richard Storey has written widely on the subject of persuasive communication, including books for Gower and Random House.



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